FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00037273 **Type of Permit:** FILMING **Release Date:** 02/25/2011

Production Company RABBIT CONTENT

Insured Company Name Rabbit Content, LLC

Contact Phone No. 1 212-431-8000
Contact Phone No. 2
Fax
Address 6634 SUNSET BLVD
HOLLYWOOD, California 90028

Production Title AT & T

Type of Production Commercial - Standard

Producer Lauren Bayer

Director Josh & John Baker

1st AD TBD TBD

Production Manager Justin Towery

FilmL.A. Coordinator Adrian Fayad

Location Manager Fred Jove
Primary Phone Office - 323-450-4600
Secondary Phone Mobile - 661-433-1138

Location Assistant Fred Jove
Primary Phone Mobile - 661-433-1138
Secondary Phone

Fees

Posting 900	$207.00
Posting 1800	$828.00
Posting Max	$552.00
Notification Charge	$385.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LAUSD STANDARD DEPOSIT	$500.00
LAUSD PARKING SENIOR HIGH SCHOOL FULL DAY	$1,493.00

Total Permit Fee $4,675.00

Number of Locations 3

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Summary Information — Location

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Production Company RABBIT CONTENT
Insured Company Rabbit Content, LLC
Production Title AT & T

Location Manager Fred Jove
Primary Phone Office - 323-450-4600
Secondary Phone Mobile - 661-433-1138

Location Address 16733 Archwood St, San Fernando Valley, CA, 91406

Location Type Private Residence

Film Dates 2/26/2011 - 2/27/2011 05:00 - 21:00 2 days

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	50
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard; Wetdown; Talent walking a dog on the sidewalk.; Filming on one day only. The other date is listed as a weather date.;

Jurisdiction **Political:** Los Angeles City - Council District 06 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 531 **Grid:** C6

Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Martinez

Coordinator Note ANIMAL PERMIT # R11-021885

Parking
Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Other Location
BIRMINGHAM SENIOR HIGH SCHOOL
17000 Haynes St, Los Angeles, CA, 91406

Posting "No Parking" signs
1) B/S of Archwood St from Whitaker Av going east to the end and including the culde sac.
2) E/S of Whitaker Av from Archwood St to Haynes St

Approximate Footage 1501 - 1800 **Log Number** 11917

Date(s) 2/26/2011 to 2/26/2011 **Time(s)** 00:00 to 00:00

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Summary Information — Location

Permit Number	F00037273	**Location Manager**	Fred Jove
Production Company	RABBIT CONTENT	Primary Phone	Office - 323-450-4600
Insured Company	Rabbit Content, LLC	Secondary Phone	Mobile - 661-433-1138
Production Title	AT & T		

Posting "No Parking" signs 1) B/S of Archwood St from Whitaker Av going east to the end and including the culde sac.
2) E/S of Whitaker Av from Archwood St to Haynes St

Approximate Footage 1501 - 1800 **Log Number** 11990

Date(s) 2/27/2011 to 2/27/2011 **Time(s)** 00:00 to 00:00

Posting "No Parking" signs 1) N/S of Archwood Dr from Whitaker St to McLennan Av
2) W/S of Forbes from Archwood Dr to Vanowen St.

Approximate Footage 601 - 900 **Log Number** 11990

Date(s) 2/27/2011 to 2/27/2011 **Time(s)** 05:00 to 21:00

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Summary Information — Location

Location 2 of 3

Permit Number F00037273
Production Company RABBIT CONTENT
Insured Company Rabbit Content, LLC
Production Title AT & T

Location Manager Fred Jove
Primary Phone Office - 323-450-4600
Secondary Phone Mobile - 661-433-1138

Location Address 19600 S Western Ave, Los Angeles, CA, 90501

Location Type Warehouse

Film Dates 2/26/2011 - 2/27/2011 04:00 - 23:00 2 days

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	50
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	60

Filming Activities Interior Dialogue; Forklifts being run inside of warehouse by remote control performing a synchronized show.;

Jurisdiction **Political:** Los Angeles City - Council District 15 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Martinez

Parking
Base Camp Location,
Location Type : Other Location

Crew Parking Location,
Location Type : Other Location

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Summary Information — Location

Permit Number F00037273
Production Company RABBIT CONTENT
Insured Company Rabbit Content, LLC
Production Title AT & T

Location Manager Fred Jove
Primary Phone Office - 323-450-4600
Secondary Phone Mobile - 661-433-1138

Location Address Industrial St., Alameda St. -Mill St., Los Angeles, CA, 90014

Location Type Street

Film Dates 3/1/2011 - 3/1/2011 12:00 - 00:00 1 day

Open or Closed to the Public Open

Generic Conditions
Community Survey Required
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached documents
RABBIT CONTENT. INDUSTRIAL CLOSURE.pdf
20110225180453.pdf
Arts District Guidelines Revised April 29 2009.pdf

Equipment on Location

Type	Quantity
4000 gal water truck	1
5 or 10 ton trucks	7
Cast/Crew vehicles	50
Condors	1
Cranes	1
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Picture vehicles	3
Portable restrooms	1
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Camera in car; Camera on sticks; Drive by; Drive ups & away; Driving shots; Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard; Wetdown; Stationary picture car in street.; Picture car being suspended in air in middle of street on a crane. ; Camera and lights on sidewalk, in curblane, across the street and in the street.; Condor and crane in street.;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634 **Grid:** G6

Approvals LOS ANGELES POLICE DEPARTMENT — Gabriel Martinez
FILML.A. CLOSURES — Jennifer Morelos

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Summary Information — Location

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Insured Company Rabbit Content, LLC
Production Title AT & T

Location Manager Fred Jove
Primary Phone Office - 323-450-4600
Secondary Phone Mobile - 661-433-1138

LOS ANGELES CITY DEPARTMENT OF PUBLIC WORKS — Janice Takimoto

Coordinator Note LOCATION CANCELED. POSTING FEES DUE ONLY

Parking **Base Camp** Location and posted area, **Crew Parking** TBD,
Location Type : Other Location
Location Type : Other Location

Posting "No Parking" signs B/S of Industrial St from Alameda St - Mill Sr.

Approximate Footage more than 1800 **Log Number** 11991

Date(s) 3/1/2011 to 3/1/2011 **Time(s)** 12:00 to 00:00

Posting "No Parking" signs canceled.

Approximate Footage County Parking **Log Number**

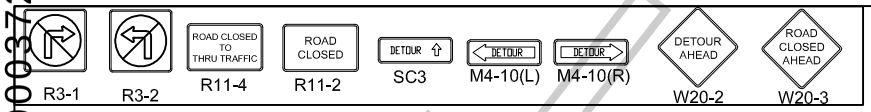
Date(s) 3/1/2011 to 3/1/2011 **Time(s)** 12:00 to 00:00

Lane / Full Closure Full street closure of Industrial St from Alameda St to Mill St.
Approximate Footage 601 - 900

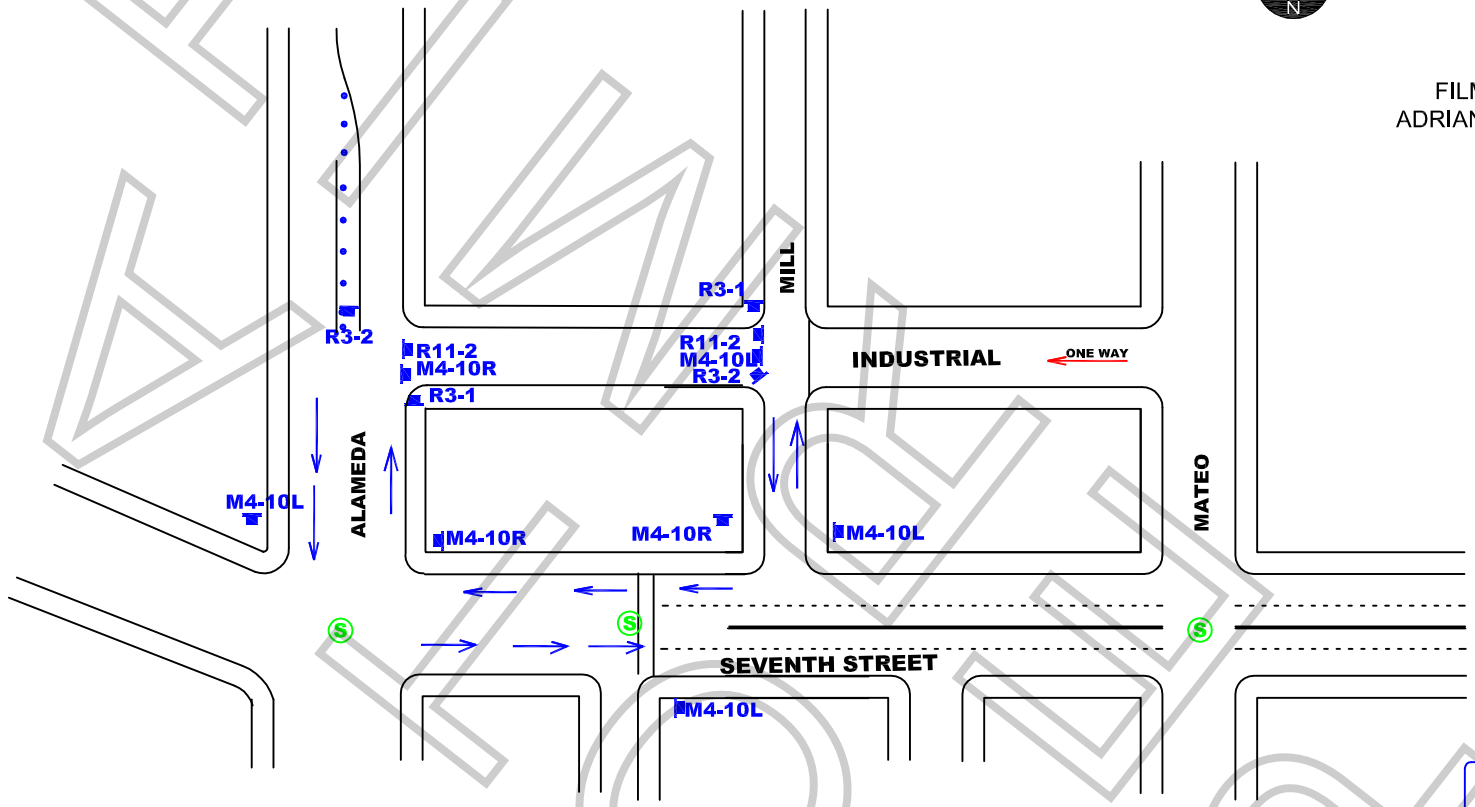
Date(s) 3/1/2011 to 3/1/2011 **Time(s)** 12:00 to 00:00

NO PERMIT

Permit #F00037273



FILM LA:
ADRIAN FAYAD



ALL TRAFFIC CONTROL WILL BE INSTALLED AND CONFORM TO THE MUTCD AND WATCH MINIMUM REQUIREMENTS

WORK ZONE TRAFFIC CONTROL PLAN GENERAL NOTES

1. DATE/TIME: 3-1-11 FROM 12:00 HOURS TO 23:59 HOURS.
2. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE (CURRENT) STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA MUTCD, AND ANY ADDENDUMS THERETO, AND AS SHOWN ON THESE PLANS, SYMBOLS AND ABBREVIATIONS USED ARE SHOWN ON CALTRANS STANDARD PLANS A10A&B, A20A-D, AND A24A-E.
3. THERE WILL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS.
4. CONES WILL BE 28" MINIMUM HEIGHT AND HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
5. POLICE WILL DIRECT TRAFFIC IF NECESSARY.

JCL BARRICADE COMPANY.
2334 E. EIGHTH ST., CA 90021
Ph: (213) 622-9775 * Fax: (213) 622-9790
CA Lic # 805357
TRAFFIC PLAN DRAWN BY:
ISMAEL RODRIGUEZ
Traffic control plan is drawn per MUTCD & 2009 Work Area Traffic Control Handbook

TRAFFIC CONTROL FOR:
RABBIT CONTENT
"AT&T"

PROJECT LOCATION:
INDUSTRIAL ST
FROM ALAMEDA TO MILL STREET
CITY OF LOS ANGELES, CA

LOCATION CONTACT:
MICHAEL WRIGHT
OFFICE # 619.749.6088

REV#	DATE	REVISION DESCRIPTION

Permit #F00037273

Appointment of Beautiful Day Permits
As Authorized Agent and Representative

I certify that I am a representative of RABBIT CONTENT LLC ("Principal") and am authorized to enter into binding contractual agreements on it behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Beautiful Day Permits and its employees and agents ("BDP") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through ("Film L.A., Inc.") for any city, county or other jurisdiction where Film L.A., Inc. operates; to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to and such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner of messenger used by) BDP. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints BDP as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film L.A., Inc. and any city, county, or other jurisdiction where Film L.A., Inc operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this be revoked by Principal at any time in writing delivered to Film L.A., Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint BDP as agent for Principal, and based upon that authority I hereby appoint BDP as Principal's agent as set forth herein.

Dated: 2-25-11

RABBIT CONTENT, LLC
Name of Principal

By: [signature]
Representative's Signature

FRED JOVE
Print Representative's Name

LOCATION MANAGER
Representative's Title

6634 SUNSET BLVD
L.A., CA 90028
Principal's Address

323-450-4600
Principal's Telephone

Jordan & Michaela Wright
Beautiful Day Permits
Phone (626) 934 - 1280
Fax (626) 934 - 1281

NOT A PERMIT

SPECIAL FILMING CONDITIONS
THE ARTS DISTRICT

The Special Film Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this are is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit(s) will be issued for this area. The decision whether or not a particular permit(s) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

This is a mixed-use area that includes manufacturing facilities, warehouses, artists/artisans and residents. These Special Conditions apply to the area roughly between 1st Street and 7th Street and between Alameda Avenue and the LA River. Within the past ten years, this area has experienced an influx of permanent residents into what was predominantly a light to heavy manufacturing zone for over 75 years.

The motion picture industry has amicably co-existed with the businesses and residents of this area for decades and desires to continue to do so. These Conditions are designed to promote cooperation between film companies, local businesses and residents so that each group can effectively utilize this diverse area. Violation of any of the conditions as outlined below may result in permit revocation or other administrative action.

- Affected residents/merchants and businesses must be notified at least two days in advance of the first day of filming or the first day of any substantial set preparation for productions that:
  - Request parking restrictions on the following public streets: Traction Avenue, East 2nd Street (except Alameda Street to Garey Street), East 3rd Street, Vignes Street, Molino Street (Palmetto Street to 4th Street only)
  - Request a street closure
  - Involve any special effects, gunfire, audible playback, helicopter activity, or other disruptive activities
  - FilmL.A. or the production company shall consult a designated community representative when an applicant requests a permit with less than two days notice under the above circumstances
- Posting on more than one side of Traction Avenue, East 2nd Street (except Alameda to Garey), East 3rd Street (except Vignes to Santa Fe), Vignes Street, Molino from 4th Street to Palmetto, Hewitt from Palmetto to 4th Street, 4t Street from Colyton to Molino requires a notification to a designated person in the building where alternate parking is not provided. Posting on both sides of the above streets is allowed without signatures on Sundays.
- When "No Parking" signs are posted on both sides of Hewitt between 4th Street and Traction Avenue, Art Share (213-687-4278) and Bedlam (213-909-1512) must be notified.
- Posting for equipment and/or picture, other than the streets listed above, will be reviewed on a street by street basis and may not exceed 450 linear feet. Additional posting may be granted if there is a majority of support from affected residents/businesses/merchants, and indicated on the permit. After filming is completed, companies are requested, as a courtesy (only LADOT is to touch the posting signs), to turn all "No Parking" signs around so that they face the opposite direction.

NOT A PERMIT

- Companies must provide adequate detour and directional signage when street closures are in place, conforming as much as possible to current LADOT standards and practices. Detour routes must accommodate large, semi and tractor trailer trucks.

- The Arts District is home to many art gallery openings and live, local theater. When the following locations are directly impacted, notification is required if in conflict with a scheduled event at the Downtown Playhouse (929 E. 2nd Street 213-626-6909) and Art Share LA (801 E. 4th Place 213-687-4278).

- Productions filming near residential buildings after midnight or before 6:00am are required to notify designated representatives of the proposed activity. Contact information for building representatives will be made available on request from the community filming liaison (Jonathan Jerald 213-814-7164).

- Crew with walkie-talkies must wear headsets when filming after 12:00 am and before 6:00 am.

- Changeable Message Signs (CMS) will be required on the day(s) of filming activity that requires a full closure on the 1st, 4th and 6th Street Bridges. CalTrans/LADOT approved notification signs are sufficient and must be in place in advance of filming activity and must include the dates and times of closures.

- Cast/Crew are not permitted to park on the area streets. Off-street parking must be provided for personal vehicles.

- Generators are to be placed as far away from residential buildings as possible. Placement will be considered on a case-by-case basis.

- Production companies are required to completely remove all trash, food, cardboard boxes, etc. from the general vicinity at the end of each filming day. Production companies will be held responsible for the actions of the catering companies they employ to provide food for the cast and crew.

- Food should not be given directly to the homeless persons in the area. Production companies wishing to help the homeless should do so though one of the service providers in the downtown area.

- FilmL.A will monitor frequency and look for ways to mitigate the impacts of filming prior to placing a location off limits.

- Unless a signature survey is completed, the west side of Mateo Street between 4th Place and Palmetto Street must be kept clear of equipment, vehicles, condors and lights. This area, however, may be used for camera placement between the hours of 7:00 am and 10:00 pm only.

- When filming take place after 10:00 pm or before 7:00 am, generators are to be placed as far as possible away from residential buildings and lights are to be screened to avoid disturbing nearby residents.

- The Molino Loft buildings (500 and 530 Molino Street) and Marc Free should be notified (310-871-2652) for filming activity or parking restrictions along 4th Place between Molino and Mateo [the curve].

NOT A PERMIT

- Due to the mixed use nature of the neighborhood, productions wishing to utilize space along the west side of Santa Fe Ave. between 2nd and 3rd Streets and the north side of 3rd Street from Santa Fe Avenue to west 100 feet must obtain a signature from Valerie Mitchell or designated representative (213-687-3987).

- Frequent filming in the area of Vignes and 2nd Streets along with the high demand for parking in the area requires that posted "No Parking" on Vignes Street between 1st Street and 2nd Street shall be limited to no more than 200 feet, unless alternate parking or notification are provided to a designated representative from the building.

- The area near 3rd and Traction Avenue is home to many small businesses that have greatly helped to develop the area. In order to be sensitive to these businesses it is necessary for production companies to obtain signatures from the following businesses when there are filming activities or parking on the 700 block of 3rd Street between Traction Avenue and Hewitt Street: Zip Fusion- Jason Ha (744 E. 3rd Street, 213-680-3770); Lakich Studio-Lily Lakich (704 Traction Avenue, 213-620-8641); Ay Carrumba (714 Traction Avenue, 213-620-0274); Wurstkuche Sausage Grill- Joseph Petruzulli (800 E 3rd St, 213-667-4444); Blue Dahlia (738 E 3rd St, 213 613-0621)

- Outdoor food preparation using charcoal or gas grills must be at least 100 feet away from any residential building.

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